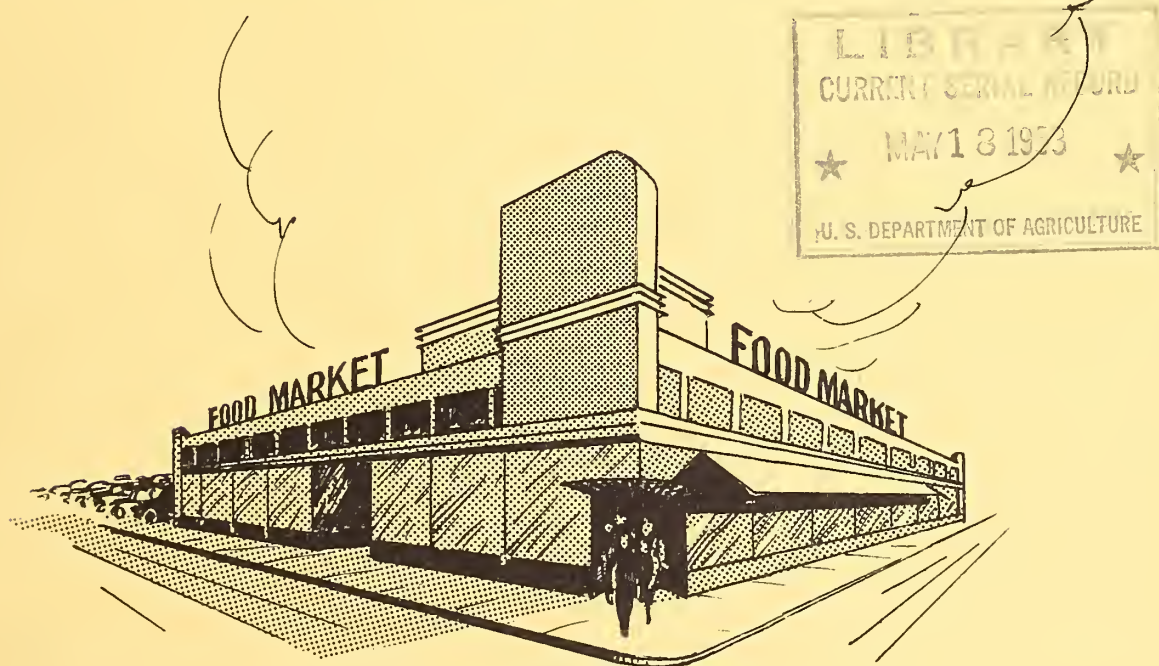


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

Reserve
1,956
C94Av1

Fruits and Juices
AVAILABILITY
in Retail Food Stores
..... **February 1953**



U.S. DEPARTMENT of AGRICULTURE
Production and Marketing Administration
Fruit and Vegetable Branch

April 1953

PREFACE

This report summarizes information on availability of certain fresh citrus fruits, canned and frozen juices, and dried fruits in retail food stores in the United States during February 1953 as compared with earlier survey months. Availability of fresh citrus fruits is expressed both as a percentage of all food stores and as a percentage of those customarily handling fresh fruits or vegetables. For frozen juices availability is expressed both as a percentage of all food stores and as a percentage of those equipped with freezer cabinets. Preceding reports in this series, issued by the Fruit and Vegetable Branch of the Production and Marketing Administration, have presented similar information obtained from surveys during the months of October 1948; April, August, and November 1949; May and August 1950; and in February, May, and August of 1951 and 1952.

Data on availability of these fruit and juice products were obtained from a national probability sample of approximately 1,700 retail stores distributed among the 5 regions indicated in Table 1. Within each of the regions, the sample is comprised of approximately 50 counties, with an average of 5 to 6 sample stores per county. In each of the three cities, Chicago, New York, and Los Angeles, the sample has been enlarged to include a minimum of about 150 stores. Large stores were sampled at a heavier rate than small ones in order to obtain better representation among these stores than would have been possible in the case of proportionate representation. Data on availability of these fruits or fruit products in retail food stores are presented in this report according to: (1) Type of store management, (2) size of the store in terms of annual dollar volume of business, (3) location by geographic region as indicated in Figure 1, and (4) by size of city in which the store is located.

This work was financed cooperatively by participating fruit industry groups and the United States Department of Agriculture. Funds used by the United States Department of Agriculture were provided under the Agricultural Marketing Act of 1946 (RMA Title II).

Contents

	Page
Summary	1
Table 1.- Store sample for national retail food store audit, by store classification, city size, and geographic area, February 1953	8
Figure 1.- Regions for national retail food store audit	8
Table 2.- Fresh citrus fruits: Percentage of retail food stores having fresh citrus fruits available, February 1953 with comparisons	9
Table 3.- Juices, single-strength ades, and ade bases: Percentage of retail food stores having indicated products available, February 1953 with comparisons	9
Table 4.- Fresh citrus fruits: Comparison of percentage of retail food stores having oranges, grapefruit, lemons, and tangerines available, by store classification, city size, and geographic area, February 1953	10
Table 5.- Fresh oranges availability in all retail food stores: Percentage of stores having oranges, by store classification, city size, and geographic area, February 1953 with comparisons	11
Table 6.- Fresh oranges availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having oranges, by store classification, city size, and geographic area, February 1953 with comparisons	11
Table 7.- Fresh oranges availability in all retail food stores: Percentage of stores having California-Arizona and Florida oranges, by store classification, city size, and geographic area, February 1953 with comparisons	12
Table 8.- Fresh oranges availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having California-Arizona and Florida oranges, by store classification, city size, and geographic area, February 1953 with comparisons	12
Table 9.- Fresh grapefruit availability in all retail food stores: Percentage of stores having California-Arizona and Florida grapefruit, by store classification, city size, and geographic area, February 1953 with comparisons	13
Table 10.- Fresh grapefruit availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having California-Arizona and Florida grapefruit, by store classification, city size, and geographic area, February 1953 with comparisons	13

Table 11.- Fresh lemons and tangerines availability in all retail food stores: Percentage of retail food stores having lemons and tangerines, by store classification, city size, and geographic area, February 1953 with comparisons	14
Table 12.- Fresh lemons and tangerines availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having lemons and tangerines, by store classification, city size, and geographic area, February 1953 with comparisons	14
Table 13.- Frozen and shelf-pack concentrated juices and ades: Percentage of retail food stores having specified juices and ades available, by store classification, city size, and geographic area, February 1953	15
Table 14.- Frozen concentrated orange and orange-grapefruit blended juices: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons	16
Table 15.- Frozen concentrated orange and orange-grapefruit blended juices: Percentage of stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons	16
Table 16.- Frozen concentrated grapefruit and grape juices: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons	17
Table 17.- Frozen concentrated grapefruit and grape juices: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons	17
Table 18.- Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons	18
Table 19.- Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons	18
Table 20.- Frozen concentrated pineapple juice and frozen concentrate for orangeade and limeade: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons	19

Table 21.- Frozen concentrated pineapple juice and frozen concentrate for orangeade and limeade: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons	19
Table 22.- Shelf-pack concentrated orange juice and concentrate for lemonade and orangeade: Percentage of retail food stores having these products available, by store classification, city size, and geographic area, February 1953 with comparisons	20
Table 23.- Canned single-strength orange juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	20
Table 24.- Canned single-strength grapefruit juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	21
Table 25.- Canned single-strength orange-grapefruit blended juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	21
Table 26.- Canned single-strength tangerine juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	22
Table 27.- Prune juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	22
Table 28.- Canned single-strength lemon juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons	23
Table 29.- Canned single-strength lemonade and orangeade: Percentage of retail food stores having canned lemonade and specified container sizes of canned orangeade, by store classification, city size, and geographic area, February 1953 with comparisons	23
Table 30.- Single-strength pineapple, tomato, apple, and grape juices: Percentage of retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons	24

Table 31.- Dried fruits: Percentage of retail food stores having specified dried fruits available, February 1953 with comparisons	24
Table 32.- Dried fruits: Percentage of retail food stores having specified dried fruits available, by store classification, city size, and geographic area, February 1953 with comparisons	25
Table 33.- Dried prunes: Percentage of retail food stores having specified package sizes available, by store classification, city size and geographic area, February 1953 with comparisons	25

FRUITS AND JUICES
AVAILABILITY IN RETAIL FOOD STORES
FEBRUARY 1953

SUMMARY

A record proportion--52 percent--of the Nation's retail food stores had frozen concentrated orange juice on hand during February 1953, compared with 48 percent in the same month a year ago. Most of this increase was the result of more stores being equipped with frozen food cabinets. Approximately three out of five of the stores had these cabinets in February 1953. About 9 out of 10 of the stores so equipped had frozen orange juice, a proportion practically unchanged from a year earlier. Frozen concentrated grape juice was in 69 percent of the stores having frozen food cabinets, a considerable gain over the 58 percent a year before. Frozen concentrated pineapple juice, a comparatively new product, was found in about one-fourth of the stores. No significant change occurred in total availability of frozen concentrated grapefruit or blended juices in these stores.

Frozen concentrate for lemonade could be purchased in 71 percent of the food stores having freezer cabinets compared with 63 percent of these stores in February 1952. This increase occurred prior to August 1952. Frozen concentrate for limeade was stocked by about one out of five stores handling frozen foods, about the same proportion as that of a year earlier. Availability of frozen orangeade concentrate declined sharply, appearing in only about one out of ten of the stores. Shelf-pack concentrated orangeade could be purchased in about 22 percent of all the food stores surveyed.

Availability of the principal canned single-strength juices in retail food stores was only moderately changed from a year ago, with the exception of tangerine juice. About 92 percent of the stores carried canned orange juice and canned tomato juice--the highest availability of any of the canned juices. The proportions of food stores stocking other canned single-strength juices were: Grapefruit, 88 percent; prune juice and grape juice, each 73 percent; orange-grapefruit blend, 58 percent; apple juice, 50 percent; and lemon juice, 46 percent. Tangerine juice appeared in only 15 percent of the stores compared with 20 percent of the stores a year ago.

More of the Nation's food stores--about two out of five--had fresh tangerines in February 1953 than in any other survey month. Availability of oranges and grapefruit was practically unchanged in apparently 84 percent and 62 percent of the stores, respectively. Fewer national chain stores stocked Florida oranges in February 1953 than a year ago. Availability also declined rather sharply in the Northeast and Mountain-Southwestern regions. Lemons were found in about three-fourths of the food stores, about the same number as in February 1952.

Dried prunes were found in 82 percent of the stores, about the same percentage as a year earlier, although availability in regional chain stores declined somewhat. Availability of dried prunes in transparent film bags increased sharply in national chain stores. More stores had dried peaches than in February of the 2 preceding years. There was no appreciable change in the proportion of stores handling dried apricots and mixed dried fruit.

Frozen and Shelf-pack Concentrated Juices

Frozen concentrated orange juice was available in 52 percent of retail food stores surveyed in February 1953, a record proportion for any survey month thus far. However, this represented only a slight increase over the proportion handling frozen orange juice last August and is the smallest gain in any 6-month period recorded so far (table 2). Availability increased most in the Northeastern and Mountain-Southwestern regions, and in the larger sized stores--those with sales of over \$100,000 per year (tables 14 and 15). Almost all stores equipped with freezer cabinets had frozen orange juice on hand.

Contrary to the continued increase in the number of stores handling frozen concentrated orange juice, the number stocking shelf-pack concentrated orange juice declined sharply. Consumers could purchase shelf-pack concentrated orange juice in only 8 percent of the food stores in February 1953 compared with 42 percent in August 1952 and 23 percent a year ago.

About 22 percent of the Nation's food stores had frozen concentrated grapefruit juice in stock, slightly less than the percentage last August, but equal to the proportion in February 1952 (table 16). Of those stores equipped with freezer cabinets approximately 39 percent had frozen grapefruit juice on hand. This percentage was almost unchanged from the 41 percent a year earlier, and from the 42 percent last August. In this instance, the slight decline was the result of an apparent increase in the proportion of stores equipped with freezer cabinets rather than a reduction in the actual number of stores stocking frozen grapefruit juice. Availability increased considerably in national chain store outlets during the last year. Of these stores, 66 percent had frozen concentrated grapefruit juice compared with 48 percent a year earlier.

Frozen concentrated orange-grapefruit blended juice could be purchased in 15 percent of the retail food stores during February 1953, unchanged from the percentage for August and for February a year ago (table 14). Of the stores with freezer cabinets, 26 percent stocked frozen blended juice (table 15). As in the case of frozen grapefruit juice, more national chain store outlets had frozen blended juice on hand than in any previous survey month. In the Mountain-Southwestern and Pacific regions, however, the number of stores stocking frozen blended juice continued to decline.

More food stores had frozen concentrated grape juice on hand than any other frozen concentrate juice except orange juice (table 16). About two-fifths of all retail food stores, and two-thirds of those having freezer cabinets, stocked frozen concentrated grape juice. Nine out of ten of the large stores (sales volume over \$500,000 per year) equipped with freezer cabinets had the product available. At the same time, however, only about three out of five of the small stores (sales volume under \$50,000 per year) had this juice. Compared with last August, the proportion of stores carrying frozen grape juice increased most in the Mountain-Southwestern region.

Frozen concentrated pineapple juice was included in the retail food store survey for the first time. Fourteen percent of the stores carried this relatively new concentrated fruit juice in February. Of those stores

having frozen food cabinets nearly one-fourth had frozen pineapple juice in stock. Availability was greatest in the Northeastern region where about one-third of the stores had this juice. Availability was lowest in the Mountain-Southwestern region where only one-tenth of the stores carried this product.

Frozen single-strength lemon juice could be purchased by consumers in 14 percent of the Nation's food stores during February 1953, a larger number of stores than in any previous survey month. Only 8 percent of the stores had this product on hand a year ago (table 18). A fourth of the stores having frozen food cabinets had frozen lemon juice compared with 16 percent a year earlier.

Ades and Concentrates for Ades

Frozen concentrate for lemonade was carried by more food stores during February 1953 than any other ade product. About 40 percent of the stores stocked frozen lemonade, nearly double the percentage of February 1951 and up about one-fifth from the percentage a year ago. The product could be bought in 71 percent of the stores having frozen food cabinets (tables 18 and 19). The most pronounced gain, compared with February last year, was the increase in the number of independent stores handling the product. Of the stores having freezer cabinets, nearly as large a proportion of independent stores—70 percent—had frozen lemonade as did the national chain stores—73 percent. Distribution, however, was lower among the freezer-equipped stores in cities over 500,000 population than in most of the smaller-sized urban areas (table 19).

Availability of shelf-pack (nonfrozen) concentrate for lemonade during February was slightly above that of a year earlier. Twenty-two percent of the stores were handling this form of lemonade concentrate compared with 19 percent in February last year (table 22).

Canned single-strength lemonade appeared in only 6 percent of the stores surveyed during February, compared with 9 percent last August, the only other month for which data are available (table 29). Contrary to this decline, probably in part seasonal, consumers could buy canned lemonade in more than twice as many of the large-sized stores (sales above \$500,000 annually) as in those of last August. A fourth of these stores had canned single-strength lemonade on hand.

Among the three types of orangeade surveyed during February 1953, shelf-pack concentrate for orangeade appeared in the largest proportion of the stores—22 percent. Canned single-strength orangeade was in 15 percent of the stores, and 5 percent of the stores had frozen concentrate for orangeade (table 3).

Shelf-pack concentrate for orangeade, which was included in these surveys for the first time, was in about half the national chain stores surveyed in February and in nearly two-thirds of the regional chain stores. Only a fifth of the independent stores, however, had this orangeade on hand (table 13). Availability was greatest in the Pacific region—42 percent of the stores—and lowest in the Southern region—9 percent.

- - 7

Canned single-strength orangeade appeared in only 15 percent of the stores, compared with 27 percent last August, the only other month for which data were collected (table 29). The season of the year may have influenced the degree of availability, since orangeade is generally considered a summer drink. Only about half as many stores stocked the 46-ounce can of single-strength orangeade as those stocking it last August, and only about two-fifths as many had the smaller can sizes available.

Frozen concentrate for orangeade could be purchased, during February 1953, in only about a tenth of the retail food stores equipped with freezer cabinets, compared with 20 percent last August, the only other month for which data were obtained. About 27 percent of the national chain store outlets having freezer equipment had frozen orangeade concentrate. Only 12 percent of the regional chain outlets and 8 percent of the independent stores had frozen orangeade on hand (table 21).

Frozen concentrate for limeade was in 10 percent of all retail food stores and in 17 percent of those stores having frozen food cabinets. A considerably larger number of regional chain store outlets stocked frozen limeade in February than last August, when data for this product were first collected. About a fourth of the regional chain stores having freezer cabinets, and nearly a third of the national chain outlets so equipped, had frozen limeade on hand.

Canned Juices

Canned single-strength orange juice and canned single-strength tomato juice were available in more of the Nation's retail food stores during February 1953 than was the case with respect to any of the other canned single-strength juices. Each of these two canned juices was available in about 92 percent of the food stores during the month, compared with grapefruit juice, the next highest, which was available in 88 percent of the stores. The other principal canned juices in order of their retail store availability were: Pineapple, 83 percent; prune juice and grape juice, each 73 percent; orange-grapefruit blended juice, 58 percent; apple juice, 50 percent; lemon juice, 46 percent; and tangerine juice, 15 percent. This was about the same level of availability as that in February a year ago, except for tangerine juice which was in about one-fourth less stores than in February last year.

A slightly smaller proportion of the food stores had canned single-strength orange juice on hand than a year ago, 92 percent compared with about 94 percent (table 23). However, the proportion of stores stocking both of the principal can sizes increased. Eighty percent had the No. 2 can compared with 77 percent during February 1952, and 70 percent had the 46-ounce can compared with 67 percent a year ago. The proportion of regional chain stores stocking the 46-ounce can of orange juice increased from 85 percent to 92 percent. Availability of canned orange juice was remarkably uniform in the various geographic areas, varying from 91 percent in the Southern region to 95 percent in the North Central region. Canned orange juice was carried by 92 percent of the independent grocery stores, 98 percent of the regional chain store outlets, and by 100 percent of the national chain store outlets surveyed.

The number of grocery stores handling canned single-strength grapefruit juice increased slightly compared with February 1952. Eighty-eight percent of the stores had grapefruit juice on hand (table 24). As in the case of canned single-strength orange juice, a somewhat greater proportion carried both the No. 2 and 46-ounce can sizes. The increase in the number stocking the 46-ounce can of grapefruit juice reflected a gain in the proportion of independent stores with this larger size can. Stores stocking the 46-ounce can of grapefruit juice increased most in the North Central region and the South.

Canned single-strength orange-grapefruit blended juice continued at substantially the same availability level as in February and August of last year—with 58 percent of the stores stocking this juice (table 25). During the last year, however, the proportion stocking blended juice in the No. 2 can increased, and in February 1953 as many stores carried the No. 2 can as those stocking the 46-ounce tin. The increase for the No. 2 size can occurred in the regional chain and independent food stores. All the national chain store outlets surveyed had blended single-strength juice on hand, compared with only 56 percent of the independent grocery stores. In the Southern and Mountain-Southwestern regions, the proportion of food stores where consumers could buy canned blended juice continued to be comparatively low.

Canned single-strength tangerine juice was stocked by a smaller proportion of the three major types of food stores than during February a year ago (table 26). The proportion of national chain store outlets with tangerine juice on hand dropped from 53 percent to 40 percent, regional chains from 57 to 51 percent, and independent groceries from 17 to 13 percent. These figures also indicate the low availability in independent stores compared with that in chain store outlets. Availability increased somewhat in the Mountain-Southwestern region.

For the first time in this series of surveys, all national chain store outlets audited had canned or bottled single-strength lemon juice on hand. At the same time, however, the proportion of independent stores and regional chain stores that had single-strength lemon juice on hand declined (table 28). Thirty-seven percent of the stores—a record for these surveys—had lemon juice available in the 5½-ounce can. About as many stores had bottled lemon juice as those of a year ago. More stores stocked both canned and bottled lemon juice than in February 1952.

Prune juice could be purchased in about 73 percent of the Nation's retail food stores in February 1953, a slight increase over the same month a year ago (table 27). All national chain outlets surveyed had prune juice, and 98 percent of the regional chain outlets had this juice compared with 91 and 92 percent, respectively, a year earlier. Prune juice availability by regions was practically unchanged from February 1952, except for a slight increase in the Northeast region.

Fresh Citrus Fruits

Oranges could be purchased in about 84 percent of the Nation's retail food stores during February 1953. Florida oranges were found in 54 percent of the stores surveyed and California-Arizona oranges in 48 percent of the

stores. These percentages represented about the same number of stores handling Florida oranges as in February last year but showed a moderate increase in the availability of California-Arizona oranges (table 2).

Of those stores customarily handling fresh fruits and vegetables 53 percent had California-Arizona oranges for sale and 60 percent had Florida oranges on hand (table 8). Availability of California-Arizona oranges in the three major types of stores was practically unchanged from February of the preceding year, but the proportion of national chain store outlets selling Florida oranges declined somewhat. In addition, availability of Florida oranges declined sharply in the Northeast and Mountain-Southwest regions.

Grapefruit appeared in 62 percent of the stores surveyed during February 1953, almost the same proportion as that in February of 1951 and 1952 (table 9). Florida grapefruit was stocked by 40 percent of the stores and California-Arizona grapefruit by 12 percent, both unchanged from a year earlier. Of those stores customarily handling fresh fruits and vegetables, 14 percent stocked California-Arizona grapefruit and 45 percent stocked Florida grapefruit (table 10). As in the case of Florida oranges, the proportion of national chain store outlets handling Florida grapefruit declined sharply from that of a year ago. Florida grapefruit also appeared in fewer of the food stores in the Northeast and Mountain-Southwest regions than a year ago.

The number of food stores with lemons on hand during February 1953--77 percent of the total--was less than in August but about equal to that in February 1952 (table 1). Eighty-six percent of the stores handling fresh produce had lemons for sale.

Tangerines could be bought in more food stores last February than in any prior survey month. Forty-three percent of all food stores and 48 percent of those customarily handling fresh fruits and vegetables had tangerines on hand (tables 11 and 12). This compares with 36 percent and 42 percent, respectively, in the same month of 1952. Availability gained most in the North Central, Southern, and Mountain-Southwestern regions. Although there were substantial gains in the number of regional chain and independent store units handling tangerines, they were found in fewer national chain store units.

Dried Fruits

About four out of five retail food stores stocked dried prunes in February 1953, nearly the same number as in February last year. There was, however, a reduction in the number of regional chain store outlets with dried prunes on hand. Only about nine out of ten regional chain outlets had dried prunes available whereas they were on hand in nearly all these outlets surveyed a year ago (table 32). In addition, all national chain stores surveyed had dried prunes, but only 81 percent of the independent stores had dried prunes in stock. The 1-pound carton was carried by 74 percent of all stores, the 2-pound carton by 21 percent, and the transparent film bag was stocked by 10 percent of the stores. A record proportion--70 percent--of the national chain stores had dried prunes in transparent film bags compared with only 55 percent during February of last year (table 33).

The number of food stores handling dried peaches increased only slightly over the last 2 years, 38 percent stocking this fruit in February 1953 compared with 37 percent in February 1952, and 36 percent in February 1951 (table 31). Compared with February of last year, availability increased considerably in national and regional chain stores and in the North Central region. Only 15 percent of the stores in the Northeastern region carried dried peaches compared with 57 percent in the Mountain-Southwestern region.(table 32).

During February 1953 dried apricots were available in 34 percent of the grocery stores--unchanged from the preceding February (table 32). A decline in availability occurred in the Pacific region, in Chicago, and among the larger stores (sales volume over \$500,000 per year). These declines were offset by a moderate increase in availability of dried apricots in food stores in cities of 100,000 to 500,000 population and in stores with sales ranging between \$100,000 and \$500,000 per year. There was a considerable range in availability by store type--95 percent of the national chain outlets stocked dried apricots compared with only 31 percent of the independent grocery stores.

Mixed dried fruit was stocked by 17 percent of the food stores during February, the same proportion as that in February last year. There was an increase of about one-fourth in the number of national chain store outlets stocking mixed dried fruit. Of those stores, 74 percent had mixed dried fruit in stock during the survey month (table 32). Availability in the other types of stores was almost unchanged: Regional chain stores, 50 percent; and independent groceries, 15 percent. Availability increased in the Mountain-Southwestern region from 9 percent to 15 percent of the stores.

Table 1.--Store sample for national retail food store audit, 1/ by store classification, city size, and geographic area, February 1953

Store classification, city size, and geographic area	Total Number	Stores audited--	
		Customarily handling fresh: fruits and vegetables	Having freezer cabinets
		Number	Number
U. S. total	1,715	1,565	1,268
Dollar volume of store business annually:			
Under \$50,000	819	713	453
\$50,000 to \$100,000	425	395	360
\$100,000 to \$500,000	359	347	343
\$500,000 and over	112	110	112
Type of store management:			
National chains	52	52	49
Regional chains	110	107	99
Independent groceries	1,553	1,406	1,120
Store location by city size, population:			
Under 10,000	552	523	344
10,000 to 100,000	289	276	230
100,000 to 500,000	210	204	175
500,000 and over	664	562	519
Store location by region or city 2/:			
Northeast	220	201	164
North Central	258	255	214
South	225	200	88
Mountain-Southwest	244	237	176
Pacific	224	217	193
New York City 3/	216	143	157
Chicago 4/	140	134	103
Los Angeles 5/	188	178	173

- 1/ Conducted by Market Research Corporation of America for U. S. Department of Agriculture under AMA contract.
2/ Area included in specified regions indicated in map below.
3/ Not included in Northeast region.
4/ Not included in North Central region.
5/ Not included in Pacific region.



Table 2.--Fresh citrus fruits: Percentage of retail food stores having fresh citrus fruits available, February 1953 with comparisons

Fruits	1951		1952		1953
	February	August	February	August	February
	Percent	Percent	Percent	Percent	Percent
Fresh citrus fruits:					
Oranges					
California-Arizona	49	1/	45	1/	48
Florida	49	1/	55	1/	54
Total 2/	82	75	84	73	84
Grapefruit					
California-Arizona	8	1/	12	1/	12
Florida	31	1/	40	1/	40
Total 2/	62	1/	61	1/	62
Tangerines	34	--	36	--	43
Lemons	73	83	76	81	77

1/ Data not available.

2/ Includes fruit from Texas and fruit unidentified as to origin.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 3.--Juices, single-strength ades, and ade bases: Percentage of retail food stores having indicated products available, February 1953 with comparisons

Juices	1951		1952		1953
	February	August	February	August	February
	Percent	Percent	Percent	Percent	Percent
Canned juices:					
Orange	92	94	94	95	92
Grapefruit	86	87	86	89	88
Orange-grapefruit blend	58	60	58	59	58
Tangerine	18	19	20	18	15
Lemon	45	49	48	48	46
Prune	70	71	72	72	73
Apple	46	48	51	54	50
Grape	74	1/	76	74	73
Pineapple	81	80	84	83	83
Tomato	92	92	93	94	93
Canned single-strength ades:					
Orangeade	1/	1/	1/	27	15
Lemonade	1/	1/	1/	9	6
Frozen concentrated juices:					
Orange	43	46	48	51	52
Grapefruit	22	24	22	24	22
Orange-grapefruit blend	18	19	15	15	15
Grape	27	32	30	38	39
Pineapple	1/	1/	1/	1/	14
Lemon 2/	1/	1/	8	11	14
Shelf-pack concentrated juices:					
Orange	1/	1/	23	42	8
Frozen concentrate for ades:					
Orangeade	1/	1/	1/	12	5
Lemonade	23	34	33	42	40
Limeade	1/	1/	1/	10	10
Shelf-pack concentrate for ades:					
Orangeade	1/	1/	1/	1/	22
Lemonade	1/	27	19	26	22

1/ Data not available.

2/ Frozen single-strength juice.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 4.—Fresh citrus fruits: Comparison of percentage of retail food stores having oranges, grapefruit, lemons, and tangerines available, by store classification, city size, and geographic area, February 1953

Store classification, city size, and geographic area	Oranges			Tangerines
	California- Arizona	Florida	Total 1/	
	Percent	Percent	Percent	Percent
U. S. total	48	54	84	43
Dollar volume of store business annually:				
Under \$50,000	39	49	79	32
\$50,000 to \$100,000	62	56	92	54
\$100,000 to \$500,000	62	69	96	74
\$500,000 and over	85	74	91	76
Type of store management:				
National chains	72	80	92	76
Regional chains 2/	64	80	97	79
Independent groceries	47	52	83	41
Store location by city size, population:				
population:				
Under 10,000 3/	35	57	85	37
10,000 to 100,000	63	49	83	50
100,000 to 500,000	71	55	95	54
500,000 and over	54	50	74	48
Store location by region or city 4/:				
Northeast	67	58	86	55
North Central	74	54	94	49
South	3	68	75	37
Mountain-Southwest	56	26	90	23
Pacific	91	4	92	24
New York City	40	58	60	45
Chicago	70	66	91	58
Los Angeles	89	2	90	64
	Grapefruit			Lemons
	California- Arizona	Florida	Total 1/	
	Percent	Percent	Percent	Percent
U. S. total	12	40	62	77
Dollar volume of store business annually:				
Under \$50,000	9	30	48	69
\$50,000 to \$100,000	15	51	81	90
\$100,000 to \$500,000	21	64	94	95
\$500,000 and over	36	75	95	93
Type of store management:				
National chains	28	70	92	97
Regional chains 2/	24	78	96	98
Independent groceries	12	38	60	76
Store location by city size, population:				
population:				
Under 10,000 3/	10	37	57	74
10,000 to 100,000	13	42	70	82
100,000 to 500,000	21	48	73	89
500,000 and over	14	44	59	70
Store location by region or city 4/:				
Northeast	13	52	62	78
North Central	11	44	85	85
South	2	38	45	69
Mountain-Southwest	16	21	56	82
Pacific	61	14	75	86
New York City	6	46	51	60
Chicago	11	60	76	87
Los Angeles	80	4	82	84

1/ Includes Texas fruit and fruit unidentified as to origin.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 5.—Fresh oranges availability in all retail food stores: Percentage of stores having oranges, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	1951		1952		1953
	February Percent	August Percent	February Percent	August Percent	February Percent
U. S. total	82	75	84	73	84
Dollar volume of store business annually:					
Under \$50,000	75	64	77	62	79
\$50,000 to \$100,000	93	91	93	90	92
\$100,000 to \$500,000	95	96	97	95	96
\$500,000 and over	100	100	100	100	91
Type of store management:					
National chains	93	94	100	92	92
Regional chains 1/	94	94	97	97	97
Independent groceries	81	74	83	72	83
Store location by city size, population:					
Under 10,000 2/	81	70	84	69	85
10,000 to 100,000	86	81	86	79	83
100,000 to 500,000	92	86	90	85	95
500,000 and over	73	73	76	71	74
Store location by region or city 3/:					
Northeast	86	87	86	81	86
North Central	92	91	94	90	94
South	72	52	77	51	75
Mountain-Southwest	81	76	81	80	90
Pacific	94	93	91	90	92
New York City	59	55	58	48	60
Chicago	89	92	92	92	91
Los Angeles	85	82	87	89	90

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 6.—Fresh oranges availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having oranges, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	1951		1952		1953
	February Percent	August Percent	February Percent	August Percent	February Percent
U. S. total	95	86	96	82	93
Dollar volume of store business annually:					
Under \$50,000	93	79	96	73	92
\$50,000 to \$100,000	98	95	97	94	95
\$100,000 to \$500,000	99	98	99	97	98
\$500,000 and over	100	100	100	100	92
Type of store management:					
National chains	93	94	100	94	92
Regional chains 1/	100	99	100	99	99
Independent groceries	95	86	96	81	93
Store location by city size, population:					
Under 10,000 2/	93	80	95	76	94
10,000 to 100,000	98	94	99	88	90
100,000 to 500,000	97	94	100	91	98
500,000 and over	95	93	97	90	90
Store location by region or city 3/:					
Northeast	98	97	99	90	95
North Central	99	99	99	93	96
South	88	62	93	59	89
Mountain-Southwest	95	90	94	89	95
Pacific	99	98	97	97	96
New York City	95	92	95	88	88
Chicago	96	99	99	97	95
Los Angeles	98	96	100	96	97

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 7.—Fresh oranges availability in all retail food stores: Percentage of stores having California-Arizona and Florida oranges, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	California-Arizona		Florida		All oranges 1/	
	February		February		February	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	45	48	55	54	84	84
Dollar volume of store business annually:						
Under \$50,000	37	39	48	49	77	79
\$50,000 to \$100,000	56	62	62	56	93	92
\$100,000 to \$500,000	63	62	70	69	97	96
\$500,000 and over	88	85	83	74	100	91
Type of store management:						
National chains	71	72	89	80	100	92
Regional chains 2/	62	64	75	80	97	97
Independent groceries	44	47	53	52	83	83
Store location by city size, population:						
Under 10,000 3/	35	35	56	57	84	85
10,000 to 100,000	60	63	55	49	86	83
100,000 to 500,000	56	71	54	55	90	95
500,000 and over	52	54	48	50	76	74
Store location by region or city 4/:						
Northeast	55	67	72	58	86	86
North Central	72	74	43	54	94	94
South	7	3	67	68	77	75
Mountain-Southwest	53	56	31	26	81	90
Pacific	88	91	2	4	91	92
New York City	38	40	56	58	58	60
Chicago	34	70	67	66	92	91
Los Angeles	80	89	—	2	87	90

1/ Includes Texas oranges and oranges unidentified as to origin.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 8.—Fresh oranges availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having California-Arizona and Florida oranges, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	California-Arizona		Florida		All oranges 1/	
	February		February		February	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	52	53	63	60	96	93
Dollar volume of store business annually:						
Under \$50,000	45	46	60	57	96	92
\$50,000 to \$100,000	59	63	65	58	97	95
\$100,000 to \$500,000	64	63	71	70	99	98
\$500,000 and over	88	86	83	75	100	92
Type of store management:						
National chains	71	72	89	80	100	92
Regional chains 2/	63	64	78	81	100	99
Independent groceries	51	52	62	59	96	93
Store location by city size, population:						
Under 10,000 3/	40	39	64	63	95	94
10,000 to 100,000	69	69	64	54	99	90
100,000 to 500,000	62	74	60	57	100	98
500,000 and over	67	66	61	61	97	90
Store location by region or city 4/:						
Northeast	62	74	83	64	99	95
North Central	77	76	45	55	99	96
South	8	3	81	81	93	89
Mountain-Southwest	62	60	36	28	94	95
Pacific	94	94	3	4	97	96
New York City	63	59	92	84	95	88
Chicago	79	73	71	69	99	95
Los Angeles	92	96	—	2	100	97

1/ Includes Texas oranges and oranges unidentified as to origin.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 9.--Fresh grapefruit availability in all retail food stores: Percentage of stores having California-Arizona and Florida grapefruit, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	California-Arizona		Florida		All grapefruit 1/	
	February		February		February	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	12	12	40	40	61	62
Dollar volume of store business annually:						
Under \$50,000	9	9	30	30	46	48
\$50,000 to \$100,000	14	15	50	51	81	81
\$100,000 to \$500,000	22	21	65	64	93	94
\$500,000 and over	30	36	82	75	100	95
Type of store management:						
National chains	30	28	86	70	100	92
Regional chains 2/	28	24	72	78	93	96
Independent groceries	11	12	38	38	59	60
Store location by city size, population:						
Under 10,000 3/	10	10	36	37	56	57
10,000 to 100,000	16	13	46	42	68	70
100,000 to 500,000	18	21	52	48	77	73
500,000 and over	10	14	39	44	59	59
Store location by region or city 4/:						
Northeast	10	13	54	52	65	62
North Central	10	11	41	44	77	85
South	2	2	38	38	46	45
Mountain-Southwest	17	16	23	21	54	56
Pacific	65	61	11	14	76	75
New York City	3	6	47	46	50	51
Chicago	27	11	41	60	74	76
Los Angeles	70	80	5	4	75	82

1/ Includes Texas grapefruit and grapefruit unidentified as to origin.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 10.--Fresh grapefruit availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having California-Arizona and Florida grapefruit, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	California-Arizona		Florida		All Grapefruit 1/	
	February		February		February	
	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	14	14	46	45	70	69
Dollar volume of store business annually:						
Under \$50,000	11	10	37	35	57	56
\$50,000 to \$100,000	15	15	53	53	85	83
\$100,000 to \$500,000	22	21	66	66	95	96
\$500,000 and over	30	37	82	76	100	96
Type of store management:						
National chains	30	28	86	70	100	92
Regional chains 2/	28	24	74	79	96	98
Independent groceries	13	13	44	43	68	67
Store location by city size, population:						
Under 10,000 3/	11	11	40	41	63	63
10,000 to 100,000	18	14	53	46	78	76
100,000 to 500,000	20	22	57	50	85	76
500,000 and over	14	18	50	53	75	72
Store location by region or city 4/:						
Northeast	12	14	62	57	75	68
North Central	11	12	44	46	82	87
South	3	2	46	45	55	53
Mountain-Southwest	20	16	26	22	63	59
Pacific	69	64	11	15	80	78
New York City	5	8	77	68	82	75
Chicago	29	11	44	62	79	80
Los Angeles	81	86	5	4	86	88

1/ Includes Texas grapefruit and grapefruit unidentified as to origin.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 11.--Fresh lemons and tangerines availability in all retail food stores: Percentage of retail food stores having lemons and tangerines, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Lemons			Tangerines	
	1952	1953	1953	1952	1953
	February	August	February	February	February
	Percent	Percent	Percent	Percent	Percent
U. S. total	76	81	77	36	43
Dollar volume of store business annually:					
Under \$50,000	66	74	69	26	32
\$50,000 to \$100,000	90	90	90	44	54
\$100,000 to \$500,000	93	98	95	64	74
\$500,000 and over	100	100	93	92	76
Type of store management:					
National chains	100	98	97	82	76
Regional chains 1/	95	97	98	63	79
Independent groceries	74	80	76	34	41
Store location by city size, population:					
Under 10,000 2/	72	82	74	26	37
10,000 to 100,000	81	81	82	50	50
100,000 to 500,000	89	90	89	50	54
500,000 and over	71	76	70	44	48
Store location by region or city 3/:					
Northeast	81	78	78	54	55
North Central	82	91	85	41	49
South	64	78	69	24	37
Mountain-Southwest	81	85	82	15	23
Pacific	90	90	86	26	24
New York City	59	51	60	40	45
Chicago	89	91	87	59	58
Los Angeles	80	88	84	44	64

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 12.--Fresh lemons and tangerines availability in retail food stores customarily handling fresh fruits and vegetables: Percentage of stores having lemons and tangerines, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Lemons			Tangerines	
	1952	1953	1953	1952	1953
	February	August	February	February	February
	Percent	Percent	Percent	Percent	Percent
U. S. total	87	91	86	42	48
Dollar volume of store business annually:					
Under \$50,000	82	87	80	32	37
\$50,000 to \$100,000	95	94	92	46	55
\$100,000 to \$500,000	95	100	97	65	76
\$500,000 and over	100	100	94	92	78
Type of store management:					
National chains	100	100	97	82	76
Regional chains 1/	98	99	99	65	80
Independent groceries	86	90	85	39	46
Store location by city size, population:					
Under 10,000 2/	82	90	82	29	41
10,000 to 100,000	93	89	90	57	54
100,000 to 500,000	98	96	92	55	56
500,000 and over	92	96	85	56	58
Store location by region or city 3/:					
Northeast	92	88	86	62	62
North Central	87	93	87	43	50
South	78	89	82	29	44
Mountain-Southwest	95	95	87	18	24
Pacific	95	97	89	27	25
New York City	97	94	88	65	66
Chicago	95	96	90	63	60
Los Angeles	92	94	91	50	69

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 13.—Frozen and shelf-pack concentrated juices and ades: Percentage of retail food stores having specified juices and ades available, by store classification, city size, and geographic area, February 1953

Store classification, city size, and geographic area	Frozen concentrated juices					Frozen single- strength lemon
	Orange	Grapefruit	Orange-grape- fruit blend	Grape	Pineapple	
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	52	22	15	39	14	14
Dollar volume of store business annually:						
Under \$50,000	34	11	6	22	6	6
\$50,000 to \$100,000	76	30	25	57	24	23
\$100,000 to \$500,000	95	52	35	79	27	33
\$500,000 and over	100	64	63	92	52	46
Type of store management:						
National chains	96	63	59	85	42	34
Regional chains 1/	81	47	38	68	32	32
Independent groceries	50	20	13	37	12	13
Store location by city size, population:						
Under 10,000 2/	42	15	11	30	9	9
10,000 to 100,000	63	30	20	46	17	24
100,000 to 500,000	64	31	16	52	20	20
500,000 and over	65	26	21	50	23	16
Store location by region or city 3/:						
Northeast	62	27	22	44	22	18
North Central	68	29	17	53	15	21
South	25	9	7	18	4	6
Mountain-Southwest	54	27	10	44	6	18
Pacific	79	21	16	50	20	15
New York City	63	37	30	49	27	14
Chicago	68	18	18	55	20	17
Los Angeles	88	34	25	66	44	3
	Frozen concentrate for ades			Shelf-pack concentrate	Shelf-pack concentrate for ades	
	Lemonade	Orangeade	Limeade	orange	Lemonade	Orangeade
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	40	5	10	8	22	22
Dollar volume of store business annually:						
Under \$50,000	25	2	4	5	14	12
\$50,000 to \$100,000	56	8	14	12	27	31
\$100,000 to \$500,000	79	12	24	13	39	47
\$500,000 and over	84	17	36	25	68	67
Type of store management:						
National chains	71	26	29	11	45	52
Regional chains 1/	73	10	19	25	52	62
Independent groceries	38	5	9	7	20	20
Store location by city size, population:						
Under 10,000 2/	32	4	7	7	22	23
10,000 to 100,000	50	7	12	13	27	22
100,000 to 500,000	56	7	15	7	22	26
500,000 and over	46	6	12	5	19	18
Store location by region or city 3/:						
Northeast	43	6	8	10	22	27
North Central	55	8	15	11	36	34
South	22	2	4	5	10	9
Mountain-Southwest	44	5	16	5	17	23
Pacific	59	5	8	9	41	42
New York City	43	9	12	11	13	16
Chicago	53	5	13	5	10	11
Los Angeles	73	1	22	2	39	42

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 14.--Frozen concentrated orange and orange-grapefruit blended juices: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrated orange juice			Frozen concentrated orange- grapefruit blended juice		
	1952		1953	1952		1953
	February	August	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	48	51	52	15	15	15
Dollar volume of store business annually:						
Under \$50,000	29	34	34	7	7	6
\$50,000 to \$100,000	73	75	76	24	21	25
\$100,000 to \$500,000	89	92	95	37	34	35
\$500,000 and over	100	95	100	51	67	63
Type of store management:						
National chains	97	93	96	45	48	59
Regional chains 1/	72	76	81	39	34	38
Independent groceries	46	49	50	14	13	13
Store location by city size, population:						
Under 10,000 2/	36	42	42	10	11	11
10,000 to 100,000	60	63	63	21	19	20
100,000 to 500,000	62	60	64	17	15	16
500,000 and over	60	60	65	24	24	21
Store location by region or city 3/:						
Northeast	55	58	62	22	18	22
North Central	60	66	68	14	21	17
South	24	28	25	8	5	7
Mountain-Southwest	50	51	54	13	12	10
Pacific	73	78	79	23	19	16
New York City	57	58	63	27	32	30
Chicago	63	70	68	25	19	18
Los Angeles	81	84	88	19	19	25

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 15.--Frozen concentrated orange and orange-grapefruit blended juices: Percentage of stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrated orange juice			Frozen concentrated orange- grapefruit blended juice		
	1952		1953	1952		1953
	February	August	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	91	91	92	29	26	26
Dollar volume of store business annually:						
Under \$50,000	83	85	86	20	18	14
\$50,000 to \$100,000	95	93	95	30	26	31
\$100,000 to \$500,000	97	97	98	40	36	36
\$500,000 and over	100	95	100	51	67	63
Type of store management:						
National chains	100	96	99	46	50	61
Regional chains 1/	97	94	98	53	42	47
Independent groceries	90	90	92	27	24	24
Store location by city size, population:						
Under 10,000 2/	86	89	90	25	23	23
10,000 to 100,000	94	96	97	32	28	31
100,000 to 500,000	94	84	88	26	21	22
500,000 and over	95	91	93	37	36	30
Store location by region or city 3/:						
Northeast	94	91	97	39	29	34
North Central	93	94	93	22	30	23
South	80	86	82	25	16	22
Mountain-Southwest	90	86	91	24	21	16
Pacific	87	90	92	28	22	18
New York City	99	91	94	47	50	45
Chicago	93	97	93	37	27	25
Los Angeles	92	92	97	21	21	28

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 16.--Frozen concentrated grapefruit and grape juices: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrated grapefruit juice			Frozen concentrated grape juice		
	1952		1953	1952		1953
	February Percent	August Percent	February Percent	February Percent	August Percent	February Percent
U. S. total	22	24	22	30	38	39
Dollar volume of store business annually:						
Under \$50,000	10	12	11	15	22	22
\$50,000 to \$100,000	34	38	30	44	56	57
\$100,000 to \$500,000	53	53	52	70	73	79
\$500,000 and over	56	64	64	90	86	92
Type of store management:						
National chains	46	59	63	68	80	85
Regional chains ^{1/}	47	44	47	63	64	68
Independent groceries	20	22	20	28	35	37
Store location by city size, population:						
Under 10,000 ^{2/}	15	17	15	22	30	30
10,000 to 100,000	32	32	30	42	47	46
100,000 to 500,000	29	29	31	39	44	52
500,000 and over	26	32	26	37	46	50
Store location by region or city ^{3/} :						
Northeast	30	27	27	34	42	44
North Central	23	31	29	39	50	53
South	10	12	9	14	19	18
Mountain-Southwest	24	24	27	34	39	44
Pacific	26	27	21	43	49	50
New York City	34	40	37	41	49	49
Chicago	27	29	18	46	56	55
Los Angeles	31	32	34	45	52	66

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 17.--Frozen concentrated grapefruit and grape juices: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrated grapefruit juice			Frozen concentrated grape juice		
	1952		1953	1952		1953
	February Percent	August Percent	February Percent	February Percent	August Percent	February Percent
U. S. total	41	42	39	58	66	69
Dollar volume of store business annually:						
Under \$50,000	28	30	28	44	57	57
\$50,000 to \$100,000	44	46	38	58	69	71
\$100,000 to \$500,000	58	56	54	76	77	82
\$500,000 and over	56	64	64	90	86	92
Type of store management:						
National chains	48	61	66	70	82	88
Regional chains ^{1/}	64	54	57	85	79	83
Independent groceries	40	41	37	55	65	67
Store location by city size, population:						
Under 10,000 ^{2/}	36	36	33	52	63	65
10,000 to 100,000	49	49	47	65	72	71
100,000 to 500,000	44	41	42	59	62	72
500,000 and over	41	48	38	58	70	73
Store location by region or city ^{3/} :						
Northeast	52	43	43	58	67	70
North Central	35	44	39	61	72	72
South	34	39	31	48	58	59
Mountain-Southwest	44	41	46	63	66	75
Pacific	32	32	25	52	56	58
New York City	58	62	56	71	76	74
Chicago	40	40	24	67	77	76
Los Angeles	35	35	37	51	58	74

^{1/} Excludes voluntary chains.

^{2/} Includes rural route stores outside corporate city limits.

^{3/} Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 18.—Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrate for lemonade			Frozen single-strength lemon juice		
	1952		1953	1952		1953
	February Percent	August Percent	February Percent	February Percent	August Percent	February Percent
U. S. total	33	42	40	8	11	14
Dollar volume of store business annually:						
Under \$50,000	16	25	25	4	6	6
\$50,000 to \$100,000	51	64	56	14	17	23
\$100,000 to \$500,000	76	78	79	16	25	33
\$500,000 and over	85	93	84	31	31	46
Type of store management:						
National chains	73	88	71	23	26	34
Regional chains 1/	62	64	73	17	20	32
Independent groceries	31	40	38	8	10	13
Store location by city size, population:						
Under 10,000 2/	24	33	32	5	9	9
10,000 to 100,000	45	52	50	13	13	24
100,000 to 500,000	42	57	56	9	18	20
500,000 and over	38	48	46	11	12	16
Store location by region or city 3/:						
Northeast	37	46	43	13	12	18
North Central	40	53	55	10	20	21
South	17	24	22	3	4	6
Mountain-Southwest	36	42	44	8	15	18
Pacific	54	64	59	9	11	15
New York City	39	45	43	7	10	14
Chicago	48	57	53	15	16	17
Los Angeles	69	70	76	—	—	3

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 19.—Frozen concentrate for lemonade and frozen single-strength lemon juice: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Frozen concentrate for lemonade			Frozen single-strength lemon juice		
	1952		1953	1952		1953
	February Percent	August Percent	February Percent	February Percent	August Percent	February Percent
U. S. total	63	74	71	16	20	25
Dollar volume of store business annually:						
Under \$50,000	46	64	65	12	15	16
\$50,000 to \$100,000	66	79	70	19	21	28
\$100,000 to \$500,000	83	83	82	17	26	34
\$500,000 and over	85	93	84	31	31	46
Type of store management:						
National chains	75	90	73	24	26	35
Regional chains 1/	84	79	89	23	26	39
Independent groceries	61	73	70	15	19	24
Store location by city size, population:						
Under 10,000 2/	58	69	68	12	19	19
10,000 to 100,000	70	79	76	21	20	36
100,000 to 500,000	63	79	78	14	25	28
500,000 and over	61	73	66	17	19	23
Store location by region or city 3/:						
Northeast	64	73	67	23	18	28
North Central	61	76	75	16	28	29
South	56	73	71	10	13	20
Mountain-Southwest	65	70	74	15	25	30
Pacific	64	74	68	10	13	17
New York City	67	70	64	12	15	21
Chicago	71	79	72	22	22	24
Los Angeles	78	77	84	1	—	4

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 20.—Frozen concentrated pineapple juice and frozen concentrate for orangeade and limeade: Percentage of all retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons 1/

Store classification, city size, and geographic area	Frozen		Frozen concentrate for ades			
	concentrated :		Orangeade		Limeade	
	pineapple juice:					
	1953	1952	1953	1952	1953	1952
	February	August	February	August	February	August
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	14	12	5	10	10	
Dollar volume of store business annually:						
Under \$50,000	6	8	2	5	4	
\$50,000 to \$100,000	24	14	8	16	14	
\$100,000 to \$500,000	27	23	12	26	24	
\$500,000 and over	52	26	17	29	36	
Type of store management:						
National chains	42	33	26	27	29	
Regional chains 2/	32	21	10	13	19	
Independent groceries	12	11	5	10	9	
Store location by city size, population:						
Under 10,000 3/	9	10	4	8	7	
10,000 to 100,000	17	13	7	15	12	
100,000 to 500,000	20	11	7	10	15	
500,000 and over	23	15	6	11	12	
Store location by region or city 4/:						
Northeast	22	12	6	5	8	
North Central	15	20	8	20	15	
South	4	5	2	6	4	
Mountain-Southwest	6	10	5	14	16	
Pacific	20	16	5	12	8	
New York City	27	15	9	7	12	
Chicago	20	8	5	17	13	
Los Angeles	44	1	1	16	22	

1/ Data not available for other months than those indicated.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 21.—Frozen concentrated pineapple juice and frozen concentrate for orangeade and limeade: Percentage of retail food stores equipped with freezer cabinets having products available, by store classification, city size, and geographic area, February 1953 with comparisons 1/

Store classification, city size, and geographic area	Frozen		Frozen concentrate for ades			
	concentrated :		Orangeade		Limeade	
	pineapple juice:					
	1953	1952	1953	1952	1953	1952
	February	August	February	August	February	August
	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	24	20	9	18	17	
Dollar volume of store business annually:						
Under \$50,000	16	20	6	12	10	
\$50,000 to \$100,000	30	17	10	20	18	
\$100,000 to \$500,000	28	24	13	27	25	
\$500,000 and over	52	26	17	29	36	
Type of store management:						
National chains	44	34	27	28	30	
Regional chains 2/	40	26	12	16	24	
Independent groceries	23	20	8	18	16	
Store location by city size, population:						
Under 10,000 3/	19	21	8	18	14	
10,000 to 100,000	26	20	11	22	19	
100,000 to 500,000	28	16	9	14	21	
500,000 and over	33	22	9	16	18	
Store location by region or city 4/:						
Northeast	35	20	9	8	13	
North Central	20	28	11	28	20	
South	15	15	7	19	14	
Mountain-Southwest	10	17	9	24	26	
Pacific	23	18	6	13	10	
New York City	40	24	14	11	17	
Chicago	23	11	7	23	17	
Los Angeles	49	1	1	17	25	

1/ Data not available for other months than those indicated.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 22.—Shelf-pack concentrated orange juice and concentrate for lemonade and orangeade: Percentage of retail food stores having these products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Shelf-pack concentrated orange juice:		Orangeade:		Shelf-pack concentrate for		
	1/		1/		Lemonade		
	1952		1953		1952		
	February	August	February	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	23	42	8	22	19	26	22
Dollar volume of store business annually:							
Under \$50,000	13	36	5	12	11	18	14
\$50,000 to \$100,000	33	46	12	31	29	29	27
\$100,000 to \$500,000	46	64	13	47	38	50	39
\$500,000 and over	66	73	25	67	56	60	68
Type of store management:							
National chains	51	75	11	52	42	55	45
Regional chains 2/	59	74	25	62	51	64	52
Independent groceries	21	40	7	20	17	24	20
Store location by city size, population:							
Under 10,000 3/	21	43	7	23	18	27	22
10,000 to 100,000	28	46	13	22	24	25	22
100,000 to 500,000	24	42	7	26	19	30	22
500,000 and over	22	34	5	18	15	21	19
Store location by region or city 4/:							
Northeast	28	46	10	27	21	25	22
North Central	28	56	11	34	30	41	36
South	13	34	5	9	8	15	10
Mountain-Southwest	22	42	5	23	18	24	17
Pacific	44	53	9	42	40	48	41
New York City	18	24	11	16	8	10	13
Chicago	21	19	5	11	20	16	10
Los Angeles	33	28	2	42	36	41	39

1/ Data not available for previous periods.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 23.—Canned single-strength orange juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	No. 2 can		46-ounce can		Total			
	1952		1953		1952		1953	
	February		February		February		February	
	Percent	August	Percent	Percent	Percent	August	Percent	Percent
U. S. total	77	78	80	67	71	70	94	92
Dollar volume of store business annually:								
Under \$50,000	73	74	78	55	60	58	92	90
\$50,000 to \$100,000	81	82	82	85	88	90	95	97
\$100,000 to \$500,000	89	86	86	91	95	96	99	99
\$500,000 and over	88	89	93	100	99	99	100	100
Type of store management:								
National chains	91	96	89	99	95	98	100	100
Regional chains 1/	88	89	91	85	85	92	94	99
Independent groceries	77	77	80	66	70	69	94	92
Store location by city size, population:								
Under 10,000 2/	77	76	80	64	68	70	96	94
10,000 to 100,000	76	74	78	71	75	70	91	87
100,000 to 500,000	81	86	89	68	77	73	96	97
500,000 and over	80	83	81	71	73	74	92	92
Store location by region or city 3/:								
Northeast	75	78	81	70	76	71	90	93
North Central	68	66	72	82	83	87	98	95
South	84	85	85	52	58	56	96	91
Mountain-Southwest	81	81	87	64	70	70	96	95
Pacific	80	77	74	81	85	79	92	92
New York City	75	75	76	63	62	69	82	81
Chicago	84	83	83	67	72	74	94	94
Los Angeles	89	92	91	80	86	87	92	98

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 24.—Canned single-strength grapefruit juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	No. 2 can		46-ounce can				Total			
	1952		1953	1952		1953		1952		1953
	February	August	February	February	August	February	August	February	August	
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	
U. S. total	69	69	72	61	64	65	86	89	88	
Dollar volume of store business annually:										
Under \$50,000	62	63	68	46	50	52	81	84	82	
\$50,000 to \$100,000	79	78	77	82	83	85	94	95	96	
\$100,000 to \$500,000	82	84	83	90	94	94	99	100	98	
\$500,000 and over	94	91	91	99	100	94	100	100	95	
Type of store management:										
National chains	90	96	92	97	87	98	100	100	100	
Regional chains 1/	84	90	86	89	90	89	98	99	96	
Independent groceries	68	68	71	58	62	63	86	88	87	
Store location by city size, population:										
Under 10,000 2/	62	63	71	53	59	61	83	88	87	
10,000 to 100,000	74	72	69	67	65	65	89	88	83	
100,000 to 500,000	81	86	75	67	74	73	94	96	92	
500,000 and over	76	76	80	73	70	74	90	89	92	
Store location by region or city 3/:										
Northeast	75	76	73	63	65	64	92	88	90	
North Central	59	62	62	76	76	84	92	96	90	
South	65	64	74	40	47	48	76	85	81	
Mountain-Southwest	73	78	81	66	70	66	89	91	93	
Pacific	79	77	75	85	89	80	95	95	93	
New York City	75	66	75	59	64	64	80	79	82	
Chicago	81	81	84	73	73	69	94	93	95	
Los Angeles	93	93	92	86	90	89	98	97	98	

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 25.—Canned single-strength orange-grapefruit blended juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	No. 2 can			46-ounce can			Total		
	1952		1953	1952		1953	1952		1953
	February	August	February	February	August	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	40	42	44	43	44	44	58	59	58
Dollar volume of store business annually:									
Under \$50,000	27	30	33	29	28	29	45	44	46
\$50,000 to \$100,000	58	60	60	65	68	64	81	81	76
\$100,000 to \$500,000	64	66	70	69	75	76	82	86	85
\$500,000 and over	90	95	80	99	98	87	100	100	89
Type of store management:									
National chains	92	96	89	92	84	89	99	99	100
Regional chains 1/	67	72	72	71	79	79	86	88	88
Independent groceries	38	40	42	41	42	42	56	56	56
Store location by city size, population:									
Under 10,000 2/	31	34	38	36	40	38	48	52	51
10,000 to 100,000	45	48	44	49	47	51	67	63	63
100,000 to 500,000	50	54	56	52	50	49	70	70	65
500,000 and over	58	58	61	54	52	52	72	71	72
Store location by region or city 3/:									
Northeast	55	60	61	55	54	54	76	73	75
North Central	40	42	41	64	63	64	74	75	71
South	19	21	27	15	18	18	26	28	31
Mountain-Southwest	35	39	41	32	36	32	49	52	47
Pacific	63	64	55	68	72	66	83	84	75
New York City	67	62	68	54	52	54	74	74	75
Chicago	72	67	73	56	56	61	82	80	84
Los Angeles	71	77	75	68	73	64	84	85	83

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 26.--Canned single-strength tangerine juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	No. 2 can		46-ounce can		Total		
	1952		1953		1952		
	February	August	February	August	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	15	13	10	6	20	18	15
Dollar volume of store business annually:							
Under \$50,000	9	8	4	2	10	10	6
\$50,000 to \$100,000	18	15	14	8	27	22	21
\$100,000 to \$500,000	34	28	24	16	43	42	34
\$500,000 and over	60	44	53	27	77	63	62
Type of store management:							
National chains	45	27	37	14	53	45	40
Regional chains 1/	42	34	39	26	57	49	51
Independent groceries	13	12	9	5	17	16	13
Store location by city size, population:							
Under 10,000 2/	12	9	8	5	17	15	13
10,000 to 100,000	17	16	13	8	20	19	18
100,000 to 500,000	19	16	9	6	24	23	13
500,000 and over	21	20	14	4	25	26	16
Store location by region or city 3/:							
Northeast	20	20	14	8	25	22	19
North Central	14	12	11	13	23	24	20
South	12	7	7	1	14	10	8
Mountain-Southwest	6	12	10	6	11	16	14
Pacific	16	14	12	2	17	20	13
New York City	27	23	14	2	28	26	16
Chicago	26	11	15	1	30	14	16
Los Angeles	20	19	6	1	21	23	6

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 27.--Prune juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Quart glass			Other			Total		
	1952			1953			1952		
	February	August	February	February	August	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	68	66	66	21	24	25	72	72	73
Dollar volume of store business annually:									
Under \$50,000	57	54	54	12	17	17	61	60	61
\$50,000 to \$100,000	81	84	86	24	30	31	89	91	92
\$100,000 to \$500,000	94	93	91	53	43	46	97	96	97
\$500,000 and over	94	98	96	78	66	78	95	100	99
Type of store management:									
National chains	91	100	92	86	56	86	91	100	100
Regional chains 1/	90	90	88	60	56	67	92	93	98
Independent groceries	66	64	65	18	22	22	71	71	72
Store location by city size, population:									
Under 10,000 2/	62	60	59	16	18	20	66	66	67
10,000 to 100,000	72	69	68	25	26	25	77	76	74
100,000 to 500,000	72	74	76	26	32	34	78	80	83
500,000 and over	80	79	83	32	41	40	84	86	88
Store location by region or city 3/:									
Northeast	78	76	80	14	19	20	82	81	85
North Central	75	74	70	21	20	27	79	80	81
South	52	48	49	11	18	13	55	52	53
Mountain-Southwest	66	68	65	42	40	43	77	79	75
Pacific	77	81	76	48	45	43	85	88	84
New York City	74	73	77	35	35	42	77	78	82
Chicago	78	81	77	47	56	54	84	90	88
Los Angeles	80	88	90	73	80	83	90	96	96

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 28.—Canned single-strength lemon juice: Percentage of retail food stores having specified container sizes available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	5-8-ounce can			Other			Total		
	1952		1953	1952		1953	1952		1953
	February	August	February	February	August	February	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	31	32	37	29	36	30	48	48	46
Dollar volume of store business annually:									
Under \$50,000	21	21	26	18	26	22	33	33	34
\$50,000 to \$100,000	38	44	47	44	50	39	68	67	60
\$100,000 to \$500,000	59	56	65	55	58	50	86	78	77
\$500,000 and over	79	79	82	61	67	62	84	89	89
Type of store management:									
National chains	74	49	84	70	70	65	98	77	100
Regional chains 1/	50	59	65	68	58	64	84	84	82
Independent groceries	29	30	35	26	35	28	46	45	44
Store location by city size, population:									
Under 10,000 2/	23	26	32	27	29	25	41	40	39
10,000 to 100,000	41	41	42	28	42	30	54	54	50
100,000 to 500,000	41	35	34	27	37	29	57	47	47
500,000 and over	37	36	50	40	56	49	61	65	66
Store location by region or city 3/:									
Northeast	40	36	44	36	39	35	60	51	53
North Central	34	39	52	41	54	46	57	66	64
South	13	14	16	17	20	14	26	26	20
Mountain-Southwest	37	39	36	12	28	16	42	44	44
Pacific	58	65	48	18	44	25	67	62	64
New York City	40	34	44	37	33	44	57	49	60
Chicago	18	20	62	90	80	89	92	84	90
Los Angeles	77	82	78	8	55	36	80	78	88

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 29.—Canned single-strength lemonade and orangeade: Percentage of retail food stores having canned lemonade and specified container sizes of canned orangeade, by store classification, city size, and geographic area, February 1953 with comparisons 1/

Store classification, city size, and geographic area	Single-strength lemonade		Single-strength orangeade					
			46-ounce can		Other		Total	
			1952	1953	1952	1953	1952	1953
	August	February	August	February	August	February	August	February
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	9	6	20	11	15	6	27	15
Dollar volume of store business annually:								
Under \$50,000	5	3	11	4	12	4	19	8
\$50,000 to \$100,000	8	8	22	16	14	7	31	20
\$100,000 to \$500,000	25	12	48	27	24	12	53	34
\$500,000 and over	11	27	63	46	32	19	67	52
Type of store management:								
National chains	16	12	54	29	28	12	62	32
Regional chains 2/	24	19	62	40	49	18	71	46
Independent groceries	8	5	17	10	13	6	24	14
Store location by city size, population:								
Under 10,000 3/	7	6	20	11	15	5	28	14
10,000 to 100,000	9	7	21	11	14	9	27	17
100,000 to 500,000	13	10	22	15	12	7	26	20
500,000 and over	9	4	14	8	16	6	25	12
Store location by region or city 4/:								
Northeast	9	7	9	6	12	7	17	12
North Central	11	9	29	13	15	7	35	17
South	6	4	20	10	18	6	29	13
Mountain-Southwest	12	7	23	20	14	4	30	21
Pacific	11	7	31	22	12	6	37	26
New York City	3	4	4	5	8	7	10	11
Chicago	6	1	22	10	14	5	29	13
Los Angeles	6	10	22	15	5	3	25	18

1/ Data not available prior to August 1952.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 30.—Single-strength pineapple, tomato, apple, and grape juices: Percentage of retail food stores having products available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Pineapple		Tomato		Apple		Grape	
	February		February		February		February	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	84	83	93	93	51	50	76	73
Dollar volume of store business annually:								
Under \$50,000	78	75	91	91	38	36	66	61
\$50,000 to \$100,000	92	93	96	96	67	62	89	91
\$100,000 to \$500,000	98	99	97	99	82	86	98	97
\$500,000 and over	100	100	98	100	96	95	100	100
Type of store management:								
National chains	100	100	99	100	96	99	100	100
Regional chains 1/	94	96	98	98	84	76	95	91
Independent groceries	83	82	93	93	48	48	74	72
Store location by city size, population:								
Under 10,000 2/	79	79	93	95	45	43	74	72
10,000 to 100,000	90	82	96	90	54	54	79	71
100,000 to 500,000	92	89	96	94	61	59	78	72
500,000 and over	90	91	90	92	62	62	78	80
Store location by region or city 3/:								
Northeast	88	89	98	96	56	52	77	73
North Central	91	89	94	95	50	53	84	81
South	72	70	91	90	34	33	65	62
Mountain-Southwest	91	87	91	96	64	60	80	76
Pacific	95	89	94	96	84	77	88	84
New York City	80	81	82	83	61	68	71	74
Chicago	95	92	94	94	76	63	89	83
Los Angeles	90	94	94	96	83	90	84	96

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Petal Store Audit conducted by Market Research Corporation of America.

Table 31.—Dried fruits: Percentage of retail food stores having specified dried fruits available, February 1953 with comparisons

Dried fruits	1951		1952		1953
	February		February		February
	Percent	Percent	Percent	Percent	Percent
Dried prunes:					
1-lb. carton	74	66	73	(76 1/	74
2-lb. carton	22	22	23		21
Transparent film bag	9	8	7	9	10
Other 2/	5	6	7	8	4
Total	82	77	81	82	82
Dried apricots	34	3/	34	3/	34
Dried peaches	36	3/	37	3/	39
Mixed dried fruit	13	3/	17	3/	17

1/ Includes availability of either 1-lb. or 2-lb. carton.

2/ Includes bulk prunes.

3/ Data not available.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 32.—Dried fruits: Percentage of retail food stores having specified dried fruits available, by store classification, city size, and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	Dried prunes		Dried apricots		Dried peaches		Mixed dried fruit	
	February		February		February		February	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	81	82	34	34	37	38	17	17
Dollar volume of store business annually:								
Under \$50,000	74	75	17	17	26	28	10	9
\$50,000 to \$100,000	91	93	53	52	48	43	24	22
\$100,000 to \$500,000	97	94	74	79	64	68	32	35
\$500,000 and over	100	96	93	84	84	91	81	70
Type of store management:								
National chains	100	100	94	95	76	81	58	74
Regional chains 1/	99	90	79	77	66	78	48	50
Independent groceries	80	81	30	31	35	36	15	15
Store location by city size, population:								
Under 10,000 2/	80	80	29	31	44	44	13	12
10,000 to 100,000	81	84	43	38	29	34	17	20
100,000 to 500,000	87	81	31	37	37	37	20	18
500,000 and over	83	83	86	36	25	25	30	30
Store location by region or city 3/:								
Northeast	86	88	30	32	15	15	22	24
North Central	90	89	50	52	34	43	20	19
South	69	70	14	15	52	51	6	5
Mountain-Southwest	82	78	53	52	61	57	9	15
Pacific	88	90	50	39	45	37	26	29
New York City	74	73	31	30	6	10	36	38
Chicago	95	95	52	38	35	30	47	40
Los Angeles	89	91	54	55	49	54	23	30

1/ Excludes voluntary chains.

2/ Includes rural route stores outside corporate city limits.

3/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

Table 33.—Dried prunes: Percentage of retail food stores having specified package sizes available, by store classification, city size and geographic area, February 1953 with comparisons

Store classification, city size, and geographic area	1-lb. carton		2-lb. carton		Transparent film bag		Total 1/	
	February		February		February		February	
	1952	1953	1952	1953	1952	1953	1952	1953
	Percent	Percent	Percent	Percent	Percent	Percent	Percent	Percent
U. S. total	73	74	23	21	7	10	81	82
Dollar volume of store business annually:								
Under \$50,000	66	68	12	9	2	5	74	75
\$50,000 to \$100,000	83	83	28	26	8	10	91	93
\$100,000 to \$500,000	87	86	55	55	23	23	97	94
\$500,000 and over	97	95	89	82	46	44	100	96
Type of store management:								
National chains	97	91	85	86	55	70	100	100
Regional chains 2/	93	85	66	73	32	31	99	90
Independent groceries	71	74	20	18	5	8	80	81
Store location by city size, population:								
Under 10,000 3/	71	72	23	19	6	8	80	80
10,000 to 100,000	70	74	25	24	9	11	81	84
100,000 to 500,000	79	77	20	22	12	15	87	81
500,000 and over	80	80	22	23	7	9	83	83
Store location by region or city 4/:								
Northeast	76	77	27	22	3	5	86	88
North Central	83	85	28	26	5	11	90	89
South	67	69	8	9	3	5	69	70
Mountain-Southwest	63	59	28	26	27	23	82	78
Pacific	59	71	62	44	20	23	88	90
New York City	70	66	30	34	10	11	74	73
Chicago	92	94	11	9	6	2	95	95
Los Angeles	82	86	44	53	35	37	89	91

1/ Includes bulk prunes.

2/ Excludes voluntary chains.

3/ Includes rural route stores outside corporate city limits.

4/ Data for New York City, Chicago, and Los Angeles not included in regional totals.

Source: National Retail Store Audit conducted by Market Research Corporation of America.

